

## Media Industries

What production companies were involved in the making of Dr Strange? Marvel and Walt Disney - Conglomerate - Disney is NOW owned by Marvel, but wasn't at the time.

Define 'Blockbuster'. A film that is very successful.

What was the production budget?

Budget:

\$165,000,000 (estimated)

How were audiences targeted? They used stars, well recognised - Cumberbatch was in Sherlock, the use of 3D SFX, because they have trust in Marvel, winning formula-hero saves the planet. Equilibrium, disruption, new equilibrium.

Discuss Star Power.

How was the film released? Click on the link... 24th October 2016 [https://marvelcinematicuniverse.fandom.com/wiki/Doctor\\_Strange\\_\(film\)/Release\\_Dates](https://marvelcinematicuniverse.fandom.com/wiki/Doctor_Strange_(film)/Release_Dates)

How successful was Dr Strange at the box office?

Opening Weekend USA:

\$85,068,311, 6 November 2016, Wide Release

Gross USA:

\$232,641,920

Cumulative Worldwide Gross:

\$677,718,395

What certification did the film receive and why? 12A

What merchandising tie-ins were associated

with this film? Car - Lamborghini Huracán LP610-4 and Chinese product - Huawei Honor 8 smart phone, Skype, Google, Yakult, Philips, Microsoft, Synchrony Bank. Marvel added Dr Strange to it's online games' characters.

Which multi-media platforms supported the marketing of this film? The film was marketed through a promotional world tour.

<https://christhik.com/2016/11/02/movie-marketing-madness-doctor-strange/> Posters, teaser trailer, normal trailer, banners at conventions, Official website, Twitter, Facebook, all of which featured, images from scenes in the film, Twitter and Youtube ads over months, more ads elsewhere (banners online) and more in last few months before the film was released.

<http://collider.com/doctor-strange-ad-benedict-cumberbatch/marvel-hero-acts>

<http://www.thedrumoutofhomeawards.com/creative-out-of-home-awards-2017/digital-interactive/doctor-strange-a-portal-to-och-greatness> - high tech posters!

<https://marvelstudiosnews.com/2016/10/26/doctor-strange-viral-marketing-connects-fans-lets-bend-reality/> - WATCH how they blend marketing with reality.

Which multimedia platforms support the exhibition of Dr Strange? Googleplay, Netflix, Youtube, DVD, cinema, iTunes.

How many countries was the film distributed to? 41 DIFFERENT COUNTRIES - [https://www.imdb.com/title/tt1211837/companycredits?ref\\_=fl\\_dt\\_cp](https://www.imdb.com/title/tt1211837/companycredits?ref_=fl_dt_cp)

How does this help with understanding the nature of globalization? Globalisation is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. The Western developed culture is popular world wide,

What effect does the domination of Hollywood have on national cinema production worldwide? It dominates the cinemas and due to the amount of budget it is difficult for British Film industry to compete, as Hollywood produce many more films per year than that of British studios.

## Film - INDUSTRIES

Doctor Strange (dir. Scott Derrickson 2016)

<https://www.youtube.com/watch?v=wwcSki7r9cQ> (Official trailer)

Film; Hollywood blockbuster, Doctor Strange is the 14th Marvel comic film. It raises many industry issues surrounding the production, distribution and exhibition of film in the digital age.



## I, Daniel Blake WIDER READING

<http://gcsemeeja.blogspot.com/2017/11/csp-film-i-daniel-blake.html>

### Media Industries

What production companies were involved in the making of I, Daniel Blake?

*Sixteen Films, Why Not Productions, Wild Bunch*, British Film Institute (BFI) (support) (as BFI), BBC Films (support), Les Films du Fleuve, France 2, Cinéma (participation), Canal+, France Télévisions (participation), Le Pacte (participation), Cinéart (participation), Ciné+, VOO (participation), BeTV(participation)

Define 'Independent cinema'. - Independent films, are shown in independent cinemas, they are not mainstream, usually niche audiences, topics can be taboo, and the narrative spends more time on characterisation than special effects. The narrative doesn't follow the usually classic narrative structure, and budgets are lower. Producers seek funding for the film, and usually work in collaboration with other companies.

What was the production budget? <https://www.futurelearn.com/courses/film-production/0/steps/12303>

How were audiences targeted? Discuss 'Director Power'. <https://www.imdb.com/name/nm0516360/> Ken Loach Director - Homework - Research his previous films!

How was the film released? Film festivals, independent viewing cinemas.

How successful was I, Daniel Blake at the box office? [https://www.the-numbers.com/movie/I-Daniel-Blake-\(UK\)#tab=box-office](https://www.the-numbers.com/movie/I-Daniel-Blake-(UK)#tab=box-office)

What certification did the film receive and why? Certificate 15

What merchandising tie-ins were associated with this film? T-shirts. [https://prezi.com/pwmyv7\\_95qr/marketing-for-i-daniel-blake/](https://prezi.com/pwmyv7_95qr/marketing-for-i-daniel-blake/)

Which multi-media platforms supported the marketing of this film? TV, newspapers, online reviews, Twitter, Facebook, Official website, BBC website, Youtube. Jeremy Corbyn during question time, told Prime Minister to watch the film as it highlights the problems with the welfare state.

Which multimedia platforms support the exhibition of I, Daniel Blake? Youtube, Googleplay, DVD, Blu-ray DVD, BBC iplayer, SkyStore, itunes, microsoft store, Amazon Prime,

How many countries was the film distributed to? [https://www.imdb.com/title/tt5168192/releaseinfo?ref\\_=tt\\_dt\\_dt](https://www.imdb.com/title/tt5168192/releaseinfo?ref_=tt_dt_dt)

How does this help with understanding the nature of globalization? It's easily distributed around the world, due to technology. We are living in a global village - Marshall McLuhan.

What effect does the domination of Hollywood have on national cinema production worldwide? It's much more difficult for indies to get their films publicised world wide because of the lack of films available.

<https://www.theguardian.com/film/2017/may/31/hollywood-and-tv-put-the-squeeze-on-uks-low-budget-film-makers>



## Film - INDUSTRIES

Film: I, Daniel Blake (dir Ken Loach, 2016)

[https://www.youtube.com/watch?v=ahWgwx9E\\_h4](https://www.youtube.com/watch?v=ahWgwx9E_h4) (Official trailer)

Film; I, Daniel Blake is a British Social Realism film directed by veteran left wing film maker Ken Loach. It raises many industry issues including lack of access to funding for independent film production, and difficulties of distribution and exhibition for limited audience films.

